



Marketing Internship Job Description

Updated: Nov 14, 2022

Position Summary:

The Barbara Stone Foundation Spring Marketing Intern will support daily marketing tasks from beginning Jan 2023 – end of May 2023 and be responsible for the deliverables of specific, assigned tasks from monthly marketing plans to support the Foundation's programs and fundraisers. The Marketing Intern will work as a contract employee under the supervision of the Barbara Stone Foundation Executive Director and in support of both the Executive Director and PR/Marketing consultant.

Duties and Responsibilities:

- The position will focus on assisting with digital media and other marketing projects (creative ad development) under the direction of the BSF Executive Director and PR/Marketing Consultant.
- Develop content for and support maintenance of BSF's and Greenville CAN's social media platform, while maintaining consistent messaging with BSF's mission, vision and strategic plan
- Research and implement new strategies for increased audiences and content for BSF and GCAN social media platforms
- Support special events and Spring Grants
- Attend BSF and/or GCAN community-based activities to document activities (photography, videography, etc.), create and publish social media content in order to enhance community profile and further organizational objectives
- Coordinate with the BSF ED and PR/Marketing consultant to create design concepts for print, online, and other collateral materials
- Assist with the organization BSF's various databases (to support future development and promotional efforts)
- Other duties as assigned

Qualifications:

- Current college student pursuing a degree in graphic design, marketing, communications or related major
- Effective presentation skills
- Ability to work both independently and as a part of a team
- Excellent oral and written communication skills
- Strong creativity
- Basic photography skills and graphic program experience
- Experience, knowledge and management of various social media platforms – specifically, best practices
- Willingness to travel to and attend one monthly marketing meeting/month, the first staff meeting of the month, weekly events as determined by the BSF Executive Director and Marketing Consultant, and any additional large-scale events

Requirements:

- Thoroughly committed to the Foundation's mission, vision, and strategic goals
- Be available to work a minimum of 8 hours/week and a maximum of 12 hours/week, Jan – May 2023
- Have a personal computer
- Access to transportation

Compensation:

- Monthly Stipend

To apply:

- Submit Resume and Cover Letter to Lara Ceisel: lara@barbarastonefoundation.org